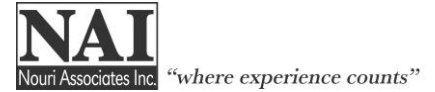




**“Will your current IT Strategies and initiatives further your business strategies, goals and ultimate success?”**



**Why develop an IT Strategy 2.0?**

More is being spent on information technology today than ever before. The burgeoning array of technology solutions are being networked together, interfaced to legacy systems and accessed directly over the Internet or through Software as a Service (SaaS) solutions. Enterprises are combining business strategy and Web 2.0 Internet technologies to create innovative new business models and sophisticated systems.

But are these organizations getting their money's worth? In this competitive global economy, executives are seeking the answer to this question and several others:

- *How can we ensure that our use of information technology is aligned with our business strategies, goals and needs?*
- *Is IT contributing significant value to the business?*
- *How much should we spend on IT?*
- *Which of the profusion of Web 2.0 information technologies and architectural choices should we select?*
- *What are our IT priorities and how should we allocate resources?*
- *How can we successfully execute a strategy and what metrics do we use to measure progress?*

By developing an enterprise IT Strategic Plan 2.0 an organization can answer these questions and, thereby, effectively use its' IT investment to drive business success.

**What is IT Strategy 2.0?**

An IT Strategic Plan 2.0 sets out how information technology is to be used across an organization in the future.

It describes how information technology will support and/or enable an organization to achieve its' mission, strategies and goals.

An IT Strategy 2.0 considers the internal and external changes (e.g. economic downturn or upturn) an organization is facing and potential opportunities (e.g. Web 2.0 technologies) for using IT that are available to it.

The opportunities for using IT are weighted against the strengths and weaknesses of the current IT capabilities – both technological and organizational – to determine what the gap is between current capabilities and the desired future position.

The strategy lays out the broad strategic directions that IT must pursue to close the gap and balance capabilities with opportunities and risks.

An IT Strategy 2.0 also defines the future IT architectures, governance and the initiatives and projects necessary for implementing the opportunities and closing the gap.

Lastly, the strategy lays out the degree of change required of the IT organization – IT organizational structure, staffing, skills, culture, processes – that is necessary to successfully execute the strategy.

**NAI Offering Brief:**

**IT Strategy & Execution**

**Common reasons why you might need an IT Strategic Plan:**

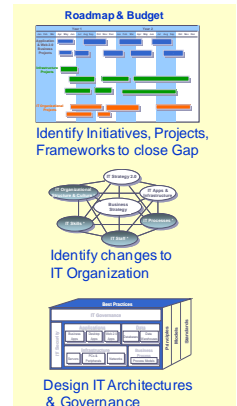
- **To chart a new direction as CIO**
- **To align IT with the business**
- **To improve IT performance**
- **To accommodate a major change in business direction**
- **To support a merger or acquisition**
- **To ensure that IT is leveraging Web 2.0 technologies.**



**Where do we want to go?**



**What is our current capability?**



**How do we get there?**

## What Are The Deliverables?

The NAI IT Strategy deliverables are:

- **Assessment:** An assessment of current applications, IT infrastructure, processes, organization, staffing, skills & costs.
- **Best Practices & Trends:** Technology and business trend analysis including Web 2.0. Best practices including frameworks such as ITIL, CMMI.
- **IT Strategy** - Statements charting the new Strategic Direction.
- **Architectures** – Application & Technology Architectures.
- **IT Roadmap:** Prioritized Initiatives and Projects necessary to realize the strategy.
- **IT Organizational Alignment Plan:** The changes necessary to the IT organization to enable it to successfully execute the strategy.
- **Execution:** Governance structure for strategy execution and the ongoing management of IT.

## Benefits

The benefits of an IT strategy are that:

- It provides a roadmap for closing the gap between where the enterprise is versus where it wants to be.
- It ensures there is alignment and confluence between the IT strategy and the business strategy.
- It leverages Web 2.0 technologies

- It builds consensus and commitment to the plan because all key stakeholders -- departments and IT staff -- are involved in the process.
- It enables IT to make a “strategic” contribution to the business; positions IT to make a significant impact on the company’s key strategic thrusts.
- It instills an IT strategic planning mindset into the company’s culture, and builds momentum toward successful implementation.

## Why Nouri Associates?

- **Trusted Advisors** – Our clients consider us to be trusted advisors. We are known for integrity, trust and reliability.
- **Experienced and Skilled Staff** – Our consultants have an average of 18+ years of IT industry and consulting experience in their respective fields of expertise.
- **Formal Change Management** – We use Organizational Development experts and formal change management methods on our process improvement programs.
- **Independence** – We provide truly unbiased and independent advice. We are not compromised by any technology vendor alliances. We represent YOU.
- **High Quality** – The quality of our work and consultants are the main reasons why our clients choose to bring us back repeatedly.
- **Better Value** – Our low-overhead business model and innovative offerings allows us to deliver superior and unparalleled value and expertise at highly competitive rates.

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